

IN THE CLAIMS

Please amend claims 169, 194, 232, 250-252, 259-266, 268-269, and 271 as follows:

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5 --169. (CURRENTLY AMENDED) A system as defined in claim 168  
C1 wherein said at least one machine recognizable feature has  
associated therewith a data link which is recognized by  
said feature recognition unit.

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10 194. (CURRENTLY AMENDED) A system as defined in claim 179  
C1 wherein said "information superhighway" data link comprises  
a radio frequency ("RF") cellular network.

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15 232. (CURRENTLY AMENDED) A system as defined in claim 231  
C1 wherein said service includes displaying promotional  
programming material on said display unit ~~of said user~~.

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20 250. (CURRENTLY AMENDED) A system as defined in claim 168  
C1 wherein said feature recognition unit is selected from a  
group consisting of a hand-held unit, a scanner, a bar code  
scanner, an optical code reader, an optical reader, a  
personal camera, a personal computer reader, a digital  
camera, a digital mouse and an optical mouse.

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251. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit is linked to a personal computer.

5 252. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit is linked to a wireless interface.

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10 259. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit is linked to a personal digital assistant.

15 260. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit is linked to an Internet appliance.

261. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit is linked to a television set.

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262. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit comprises a portion of a cellular telephone.

263. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit comprises a portion of a personal digital assistant.

5 264. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit comprises a portion of a remote control unit.

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10 265. (CURRENTLY AMENDED) A system as defined in claim 250 wherein said feature recognition unit comprises a portion of a handwriting implement.

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266. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

~~im~~printing a machine recognizable feature within a magazine;

5 scanning said machine recognizable feature of said magazine; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said  
10 programming material is related to said magazine.

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268. (CURRENTLY AMENDED) The method of claim 266 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible  
15 bar code, magnetic code, printed character, symbol, ~~icon,~~  
invisible indicia, two-dimensional figure, icon, invisible  
icon, watermark, invisible watermark, digital watermark,  
series of alphanumeric characters, binary code, ~~digital~~  
watermark, magnetic strip, code, analog pattern, and  
20 hieroglyphic character.

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269. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a magazine, comprising the steps of:

~~im~~printing a machine recognizable feature within said

5 magazine, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

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scanning said machine recognizable feature within said magazine and downloading data indicative of said

10 machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user

15 allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said magazine.

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271. (CURRENTLY AMENDED) The method of claim 269 wherein  
said machine recognizable feature is selected from a group  
consisting of a bar code, a universal product code,  
invisible bar code, magnetic code, printed character,  
symbol, ~~icon~~, invisible indicia, two-dimensional figure,  
icon, invisible icon, watermark, invisible watermark,  
digital watermark, series of alphanumeric characters,  
binary code, ~~digital watermark~~, magnetic strip, code,  
analog pattern, and hieroglyphic character.--